



2026 SPONSORSHIP OPPORTUNITIES

PROGRAM HISTORY

For nearly four decades, First Night BuffaloSM has brought families together to welcome the New Year in a healthy, fun way. Since 1992, the Independent Health Foundation has helped this tradition grow and evolve, creating memories for generations. Now in its 38th year, First Night Buffalo continues to shine with festive Party Packs and a free, online, 2-hour show that makes celebrating easy, fun and accessible from home.

JOIN THE CELEBRATION

Gather your loved ones and ring in the New Year with a night full of excitement, laughter and celebration.

Watch the free show online at firstnightbuffalo.org. There's music, dancing, animals and so much more to see! Buy a \$25 Party Pack with a disco lightbulb, face paint, glow sticks, balloons, confetti and more!

Last year, we distributed 2,000 party packs across Western New York and beyond, and had over 123,000 views on our YouTube channel. We know that we cannot do it alone and rely on partnerships with organizations such as yours to make this possible.

Enclosed, you will find information about sponsorship opportunities available for your company. As a corporate sponsor, you will receive valuable recognition including:

- Branding opportunities within First Night Party Packs
- Recognition through our advertising and marketing campaigns
- Visibility on our website and social media platforms

Your support will make an impact that will help families ring in the New Year together!

EVENT DETAILS:

- Date:** Thursday, December 31, 2026
- Location:** All from the comfort of your own home!
- Cost:** Party Packs (family of 4): \$25
Online Performer Show access is FREE!
- Advertising Runs:** December 1, 2026 - December 31, 2026
- Activities:** Party Packs consist of balloons, DIY crafts, face painting and more! Online performer show is free via YouTube.

1989



1992



1995



2004



2008



Present





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SPONSORSHIP LEVELS	MARQUEE \$6,000	ENTERTAINMENT \$3,500	FRIEND \$2,000	COMMUNITY \$500
Company recognition in press releases and radio ads on local stations				
Company logo with link on Independent Health Foundation website for one year				
Logo on billboards in Buffalo metro area and print ads in regional newspapers				
Company recognition on social media (Company tagged in Facebook event description)				
Logo placement in corner of select First Night Buffalo SM video content				
15-20 second ad played before video entertainment on select First Night Buffalo SM video content (MP4 file supplied by sponsor due Dec. 2)				
Company recognition in emails sent to over 100,000 Independent Health members				
Summary of Return on Investment provided after event				
Company branding opportunities for First Night Buffalo SM Party Pack balloons (.EPS file of company logo due Oct. 18)	LOGO RECOGNITION			
Opportunity to promote company (informational flyers inside First Night Buffalo SM Party Packs supplied by sponsor due Nov. 1)				
Full color ad in First Night Buffalo SM welcome guide (supplied by sponsor due Oct. 18)				
Company recognition on countdown email sent to over 20,000 families	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION	
Company recognition on thank you email sent to participants	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION	
Social media mentions on Independent Health Foundation's Facebook page	DEDICATED POST AND TAG	DEDICATED POST AND TAG	TAG IN POST	
Complimentary First Night Buffalo SM Party Packs	10 PACKS	5 PACKS	3 PACKS	
Company recognition on First Night Buffalo SM website	HYPERLINKED LOGO ON WEBSITE	LOGO ON WEBSITE	NAME MENTION ON WEBSITE	NAME MENTION ON WEBSITE
Company Name on credit reel ending the online performance (Due Dec. 18)				
Name mention in Independent Health Foundation's annual report				
Recognition at Independent Health Foundation and Independent Health Association Boards of Directors meeting				

All promotions by sponsors will be at the discretion of the Independent Health Foundation.



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YES, PLEASE COUNT ON OUR SUPPORT!

Please fill out the information below or complete the form online:
<https://www.surveymonkey.com/r/IHFFirstNight2026>

Please check sponsor level:

- ☐ Marquee – \$6,000 ☐ Friend – \$2,000
☐ Entertainment – \$3,500 ☒ Community – \$500

Please check one:

- ☐ Enclosed is a check for our sponsorship made payable to:
Independent Health Foundation, Tax ID#: 16-1417199.
☐ I prefer to be billed at a later date.

Please complete:

Company Name: _____
Contact Person: _____
Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____
Signature: _____ Date: _____

Please check one:

- ☐ Please deliver my First Night BuffaloSM Party Packs to the address above.
☒ Please donate my First Night BuffaloSM Party Packs to families in need.

Please fill out this form and scan and email it back to **Megan.Ruszczuk@independenthealth.com** by **October 2, 2026**. If you have any questions, please email us at the address above.

The Independent Health Foundation, Inc. (The Foundation) is a not-for-profit, tax exempt, charitable organization incorporated under New York State Corporate Laws. The Foundation is exempt from income taxes under section 501(c)(3) of the Internal Revenue Code.